



# JEFFERY POTTER

EXPERT WITNESS REAL ESTATE,  
CONSTRUCTION AND FINANCE

## About Jeff

With over 42 years of expertise in real estate, construction, and finance, Jeff Potter is a trusted advisor and expert witness who has developed, owned, and managed more than 4 million square feet of commercial real estate across the Western United States. His diverse portfolio includes industrial, multifamily, retail, self-storage, residential, and land development. Jeff's impartial, fact-based analyses and clear, authoritative testimony have made him a sought-after resource for attorneys navigating high-stakes legal disputes.

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## Key Qualifications

### Proven Expertise

Comprehensive knowledge of real estate development, construction processes, and financial structuring.

### Legal Testimony

Extensive experience in providing expert testimony for state courts, arbitrations, and mediations.

### Neutrality & Precision

Renowned for unbiased analyses tailored to complex legal disputes.

### Dispute Resolution

Proactive in facilitating early resolutions, saving time and legal costs.

## EDUCATION

### Master of Real Estate Development (MRED)

University of Southern California (USC), Dollinger School of Real Estate

### Bachelor of Science in Business Administration

University of Southern California (USC), Marshall School of Business

### Master Certificate in Homeland Security (Candidate)

University of Southern California (USC), Price School of Public Policy

### Additional Professional Education

Various professional classes and certificates in real estate, real estate development, finance, investment analysis, law, securities, and construction, including continuing education.

## LICENSES

### Real Estate Broker

- California Real Estate Broker, License Number 00964173
- California Real Estate Broker (Corporate), License Number 02088327 for H&M Investment Advisors, Inc.
- Oregon Real Estate Broker (Prior)
- Nevada Department of Business and Industry, Real Estate Division – Broker's License B1001389 (Prior)
- New Mexico Real Estate Broker and general contractor (Prior)

### Construction and Contracting

- California General Contractor #408893
- New Mexico General Contractor (Prior)

### Financial Securities

- Completed securities courses for licensure of NASD Series 22 & 39 licenses as a Broker-Dealer for Wilshire Securities Inc. (Prior)

### Insurance

- Texas All Lines Insurance Adjustor License (Prior)

### CCIM - Certified Commercial Investment Member

## Professional Experience

### **H&M Investment Advisors Inc., Newport Beach, California**

Founding Principal | 2017 - Present

- Full Service commercial real estate advisory services and real estate broker
- Licensed California Real Estate Broker #00964173 and corporate license #02088327
- Director of real estate development and the structuring of private equity as a partner

### **Tigre Investment Company, LLC, Newport Beach, California**

Founding Member | 2015 - Present

- Full Service commercial real estate, real estate development, and construction Certified DBE with Caltrans, BART, City of Los Angeles, and Texas

### **Majestic Realty Co., City of Industry, California**

- Development Partner and Real Estate Broker with Ed Roski | 2016

### **Daum Commercial Real Estate Services, Newport Beach, California**

- Associate Broker, partnered with Vice Chairman of Daum | 2013 - 2016

### **Deputy Director for the New Mexico Real Estate Commission**

- Appointed by Governor Bill Richardson | 2013

### **Wilshire Securities, Inc. Broker-Dealer, Los Angeles, California**

- Founder and Licensed Principal 22 & 39 licenses | 1985 - 1987

### **A-American Self-Storage, Los Angeles, California**

- Founder and Partner | 1984 - 1995

### **Olson & Potter Builders and Developers, Los Angeles, California**

- Founder and Partner | 1980 - 1995

### **Sagewood Homes, Newport Beach, California**

- Development Associate and Minority Partner | 1978 - 1980

### **Superior Gunite, N. Hollywood, California**

- Construction Manager and Superintendent | 1977 - 1978

## Occupational Expertise

### **FINANCE, CONSTRUCTION, PERM**

- Cash Flow Analysis
- Offering Memorandums,
- Work out with Lender and investors
- Bankruptcy
- Reporting to banks, lenders, investors, and strategic partners
- Security backed by Deeds of Trust, Notes, Title, defaults, foreclosure, estimated damages
- Master Plan Committee Member for the development of 3,000 acres
- Analysis of a group of office buildings that were paying over market rental rates and advised a state-owned entity on how they could reduce their operating expense
- Construction cost analysis
- Cost segregation analysis for depreciation schedules
- Historical Tax Credits
- Lease negotiations - for NNN, Gross, Modified Gross, Net, month-to-month
- Designed and implemented parcel maps and subdivisions

## Occupational Expertise

### **CONSTRUCTION**

- Construction, commercial, residential, and heavy engineering
- Estimating and budgeting for construction
- Project Management and supervision of projects on a "turnkey" basis
- Design-Build Bidding, cost estimating, value engineering of construction projects and design
- Designing and planning of real estate and construction projects

### **REAL ESTATE DEVELOPMENT AND INVESTMENTS**

- Real estate valuations - CAP Rates, price per square foot, income approach, replacement costs, Net Present Value (NPV), Future Value (FV), Internal Rate of Return (IRR), Discount Cash Flow (DCF), Equity Multiple (EM)
- Real Estate Appraisals, reviews, market valuation, and other approaches for valuations
- Retail and neighborhood retail (shopping center)
- New construction, renovations, and historical rehabs and renovations
- Urban infill development
- Syndications of real estate
- Limited and General Partnership structuring
- Limited Liability Companies and Single Purpose Entities
- Lease Negotiations - for NNN, Gross, Modified Gross, Net, month-to-month
- Drafting Leases with AIR and various industry forms
- Negotiate financing for construction loans (interim, short term) and permanent financing (long term)
- Loan documents and loan documentation
- Lender negotiations and documentation for - construction financing and permanent loans
- Due Diligence and checklist
- Asset Management
- Appraisal - Broker Opinion of Value
- Property management
- Risk analysis
- Highest and best use
- Absorption studies
- Lease abstract analysis, studies, and reports
- Financial underwriting, investment presentations, market analysis, due diligence, institutional capital
- Market studies and economic analysis for absorption, vacancy factors, rental rates, pro forma projections

### **REGULATIONS**

- Zoning, related issues, and entitlements
- Co-authored Covenants Conditions and Restriction (CC&R) with attorney
- Master Plans

## Lecturer and Speaker

### University of Southern California (USC), Los Angeles, California

- Conducted continuing education sessions on real estate, real estate development, and real estate investments within the MBA program. Led presentations on law and work outs with lenders.

### University of California Los Angeles (UCLA), Los Angeles, California

- Presentations focusing on real estate development and investments.

### Self-Storage Association (SSA)

- Presented on topics related to self-storage development, associated risks, and key industry issues.

### Orange Coast College (OCC), Costa Mesa, California

- Led programs related to home building within the educational curriculum.

### Oregon Real Estate License Program, Portland, Oregon

- Contributed to the Oregon Real Estate License Program through lectures and presentations.

### State of New Mexico Real Estate Commission and Boards, Albuquerque, New Mexico

- Engaged with the State of New Mexico Real Estate Commission and Boards through educational initiatives.

## Publications and Writing

### PUBLICATIONS

- Western Real Estate News State of California Historical Landmark Wall Street Journal

### EDUCATIONAL INSTITUTIONS

- University of Southern California – MRED (Master of Real Estate Development) MBA UCLA (University of California Los Angeles) OCC (Orange Coast College)

### RECOGNITION

- Who's Who in Real Estate, Southern California Wall Street Journal – Metrobank

### INDUSTRY AFFILIATIONS

- Self-Storage Association NAIOP: National Association of Industrial and Office Properties

### EDUCATIONAL CONTRIBUTIONS

- Guest Lecture and Presenter at universities and colleges

### AUTHORSHIP AND DOCUMENTATION

- Authored the operations manual and established best practices for the New Mexico Real Estate Commission Created a business plan to generate income for the State of New Mexico through Continuing Education

## Engagements

### LEGAL AND DISPUTE RESOLUTION

- Managed Tenant vs. Landlord dispute on Common Area Charges, achieving equitable resolution. Addressed liability on construction defects between seller, buyer, and real estate broker, mitigating legal complexities.

### DEBT AND EQUITY ARRANGEMENT

- Orchestrated debt and equity for the acquisition of a 101-unit apartment investment, optimizing financial structure.

### HOMEOWNERS ASSOCIATION (HOA) LEADERSHIP

- Developed and enacted a new HOA for a business park sold by a city entity, ensuring smooth transition post-land donation.

### ART IN PUBLIC SPACE ADVOCACY

- Created and implemented Art in Public Space program for Santa Fe Springs, initiating public art contributions.

### URBAN DEVELOPMENT PLANNING

- Participated in planning and development of San Francisco's Presidio, collaborating with Professor Ed Blakely PhD. Presented to public and municipal entities on entitlements, zoning, real estate development, and economic issues.

### MENTORING

- Mentored undergraduate and graduate students, sharing industry insights and fostering professional growth.

### FINANCIAL EXPERTISE

- Assisted commercial bank in addressing a construction loan fraud issue, aiding in resolution. Consulted investment family on self-storage development for income generation, leveraging minimal basis.

### TAX BASE AND BONDING SUPPORT

- Contributed to a team providing tax base for bonding issues in Southern California, aiding funding initiatives.

### PLANNING AND REDEVELOPMENT

- Contributed to General Plan Advisory Committee, offering strategic insights for urban development. Advised Redevelopment Agencies on various projects, aiding in effective revitalization.

### BUSINESS PLANNING

- Developed diverse business plans for investors, individuals, and corporations, aligning with growth goals.

### LAND AND FARMING

- Managed land development for farming in Southern and Central California, optimizing agricultural output. Leveraged farming investments to enhance profitability and land utilization.

### DUE DILIGENCE AND EVALUATION

- Conducted comprehensive financial due diligence, evaluating investment prospects. Assessed properties for highest and best use, informing strategic decisions.

### FINANCIAL STRATEGY AND RECAPITALIZATION

- Presented program to recapitalize undercapitalized company, fostering financial sustainability.

### INVESTMENT EVALUATION AND PRESENTATION


- Evaluated multifamily investments for third-party investors, providing insightful recommendations. Prepared and presented investment synopses, executive summaries, and offering memorandums.


## Community Involvement

As an entrepreneur and seasoned real estate developer/investor, Jeff is deeply committed to collaborating with individuals and teams to drive success. Beyond his professional accomplishments, he actively supports several causes, including intercity sports, youth development, and helping disabled veterans and the active military. Through mentoring and teaching at universities and colleges, he is dedicated to sharing his knowledge and giving back to the community.

Outside of his professional and philanthropic efforts, Jeff leads a dynamic and adventurous lifestyle. As a master-class mountain biker, he completed the Adidas TransAlp Challenge—an 8-day, 428-mile endurance race through the Alps, covering 73,000 feet of vertical ascents. Today, he enjoys fly fishing, golfing, and maintaining an active routine that includes regular workouts, embracing a well-rounded approach to physical fitness and leisure.

- Member of Patriot Seal Heritage Foundation Quoted in the Wall Street Journal, Western
- Real Estate News and various local periodical

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